

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 24, 1956</u>			
Thursday Feb. 23 10:00 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Martin's will invite the press to preview their Spring millinery. By invitation only. <u>Customer showing</u> at 6:30 P.M., 2nd Floor, Millinery Salon. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	6TH FLOOR EXECUTIVE OFFICE
Thursday Feb. 23 12:30 P.M. Luncheon	EASTER PARADE OF LEATHER FASHIONS "Elegance Begins with Leather"--luncheon showing of shoes and accessories. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ: B. Altman--Eleanor Horton, MU. 9-7000; Leather Industries--Billie Gould, MU. 6-7956. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN; & LEATHER INDUSTRIES OF AMERICA	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 23 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF IRISH LINEN FASHIONS The Irish Linen Queen will be crowned at a press reception. Linen ready-to-wear fashions by leading American designers at 5:30 P.M. By invitation. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.	THE IRISH LINEN GUILD	HOTEL PIERRE ROOF
Thursday Feb. 23 5:30 P.M.- 7:00 P.M.	SHOWING OF SPRING MILLINERY A & S will present Spring millinery at continuous showings for customers. Publicity: Dolores Hartig, TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR
Friday Feb. 24 9:30 A.M. Coffee	PRESS PREVIEW OF ACCESSORIES "Prescription for Spring - 8 Parts Perfect"--Ohrbach's collection of coordinated accessories including millinery, shoes, handbags, gloves, jewelry, neckwear, belts and umbrellas. (<u>Note Change of Date.</u>) By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	3RD FLOOR MILLINERY OVAL ROOM
Sunday Feb. 26- March 2	NEW YORK GIFT SHOW Fiftieth anniversary of the New York Gift Show at the Hotel New Yorker and the N.Y. Trade Show Building, with 789 exhibits and merchandise from over 30 foreign countries. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.	THE NAT'L GIFT & ART ASS'N, INC.	HOTEL NEW YORKER & N.Y. TRADE SHOW BLDG.

WEEK BEGINNING MONDAY, FEBRUARY 27, 1956

Monday Feb. 27- March 1	INTERNATIONAL BEAUTY SHOW FOR 1956 Thirty-sixth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling. Contact: Joseph Byrne, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44 ST.)	HOTEL STATLER
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 27 5:00 P.M.	OPENING OF "AMERICAN DREAM PAGEANT" Opening ceremonies of "The American Dream Pageant", 1,000 historical items depicting progress in the U.S. Speaker: Harold E. Stassen. Open to public through March 8. Contact: Louis Tannenbaum or Jim Gershman, LO. 5-1500.	GIMBELS	10TH FLOOR
Tuesday Feb. 28 11:00 A.M.- 1:00 P.M.	INFORMAL SHOWINGS OF MATERNITY FASHIONS Lane Bryant will present Helene Scott's Spring and Summer maternity fashions, with informal showings-- <u>11:00-1:00</u> and <u>3:00-4:00</u> ; formal show at <u>2:30 P.M.</u> Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	4TH FLOOR
Tuesday Feb. 28 2:30 P.M.	SHOWING OF SPRING FASHIONS "Fashion Freshness for Spring 1956"--preview of coats, suits, dresses and costumes. <u>Press showing at 10:00 A.M., 8th floor, by invitation.</u> Publicity: Florence Lord, WI. 7-1900.	RUSSEK'S FIFTH AVENUE	3RD FLOOR (36 ST. & 5TH AVE.)
Tuesday Feb. 28- Feb. 29	48TH SEMI-ANNUAL LEATHER SHOWING Exhibit hours: Feb. 28, from <u>9:00 A.M. to 7:00 P.M.</u> ; Feb. 29, from <u>9:00 A.M. to 3:00 P.M.</u> Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
Wednesday Feb. 29 12:30 P.M. Luncheon	"DAY INTO EVENING" FASHION SHOW A. P. Silk Co. will present daytime to evening fashions by leading American designers. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. A. P. Silk contact: Countess Dolfen, LO. 4-3335. Pierre Fashion Director, Noal Luxford, TE. 8-8000.	A.P. SILK CO., INC. (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 29 12:30 P.M. Luncheon	SPRING COATS AND SUITS AT LUNCHEON Spring coats and suits will be presented during luncheon, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL (205 WEST 39TH ST.)	WALDORF-ASTORIA EMPIRE ROOM

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Wednesday Feb. 29	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. PUBL: GRACE DE MUN, (Designed by Sophie)	PL. 3-4000
Friday March 2	<u>BEHGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE. PUBL: FLORENCE NEFF,	PL. 3-7300
Tuesday March 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. PUBL: RUTH SMITH,	PL. 5-2600
Thursday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. PUBL: MARY-JEAN MAIRS, (Bendel Originals and French Imports)	CI. 7-1100
Wednesday March 14	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE. PUBL: SOPHIE SHONNAID,	EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 29 2:30 P.M.	FALL SHOE CONFERENCE "Exploring Footwear Futures"--the National Shoe Retailers Association's Fall Conference with Mrs. Kathleen Casey of "Glamour" Magazine presenting fashion and interpretation of new footwear colors; also Seymour Troy on shoe trends. Admission by ticket. Contact: Mr. L.E. Langston, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Thursday March 1 9:00 A.M.- 12:00 Noon	PRESS PREVIEW OF NEW WALL PAPERS Preview of new collection of flock and dimensional design hand-made wall papers. By invitation only. Contact: Jamian Advertising, CI. 5-9300.	FINE ART WALL PAPER CO.	575 MADISON AVENUE SHOWROOM - 5TH FLOOR
Thursday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Preview of Howard Greer's Spring and Summer fashions. By invitation. (Customer show at 2:30 P.M.) Publicity: Rasponi Assoc., TE. 8-8171.	JAY THORPE	4TH FLOOR
Thursday March 1 4:00 P.M. Cocktails	PRESS PREVIEW OF IMPORT ORIGINALS Suzy Perette will preview imports by: Dior, Balenciaga, Givenchy, Claude Riviere, Simonetta. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
Friday March 2 9:30 A.M. Breakfast	PRESS PREVIEW OF "GREY ROOM" FASHIONS Ohrbach's will preview their Spring collection of better coats and suits from the "Grey Room". By invitation. Publ: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
March 2	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 11:30 A.M. (See Page 2).		
Monday March 5 11:00 A.M.	PRESS PREVIEW OF MURIEL KING FASHIONS Press showing of Muriel King's Spring collection and Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON
Monday March 5	OPENING: NATLYNN JUNIORS & JANET LEIGH LINE Natllynn Junior Originals Summer dress collection. Also, junior fashions by Janet Leigh, motion picture star and designer. Continuous showings beginning at 9:30 A.M. Contact: Gerry Gottlieb, LO. 3-5372.	NATLYNN JR. ORIGINALS; NATLYNN TALLS	1400 BROADWAY SHOWROOM - 9TH FLOOR
Monday March 5- March 14	FIFTY-THIRD ANNUAL AMERICAN TOY FAIR About 1400 toy exhibitors at Hotels McAlpin and New Yorker. Also, permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. <u>Press preview, Sun., March 4 at 3:00 P.M.</u> at Hotel McAlpin. Publicity: Edward Foley, Manning Public Relations, 25 E. 73rd St., LE. 5-6100.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTELS McALPIN & NEW YORKER
Tuesday March 6 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Galanos of California presents his Spring daytime, cocktail and evening fashions during luncheon, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Galanos Publ: Maxwell-Gray, PL. 3-5556. Produced by Mary Alice Rice, CI. 6-1790.	JAMES GALANOS (BEVERLY HILLS, CAL.)	HOTEL AMBASSADOR BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 6 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "ASIAN ARTISTS IN CRYSTAL" Exhibition of 36 Steuben crystal pieces engraved with designs by contempo- rary artists of 16 Asian countries; also artists' original drawings com- missioned by Steuben Glass. Open to public, from March 9 to April 8. Contact: Floyd Rodgers, TR. 9-5500.	METROPOLITAN MUSEUM OF ART	FIFTH AVE. & 81ST ST.
March 6	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Tuesday March 6 4:00 P.M. Coffee	FASHION SHOW: "SHE'S FOR STEVENSON" Showing of Spring fashions by leading stores and manufacturers, presented under auspices of "The Stevenson for President Committee." Donation-- \$5.00; contact: Mrs. Edward Codel, PL. 1-1720.	STEVENSON FOR PRESIDENT COMM.-N.Y.	HOTEL PLAZA BALLROOM
Wednesday March 7 12:30 P.M. Luncheon	"GREEN ROOM" FASHIONS FOR SPRING Bloomingdale's "Green Room" ready-to-wear Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday March 7 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA Gunther Jaeckel will present Spring and Summer fashions by Irene of California at a benefit for the Multiple Sclerosis Society. Tickets-- \$10.00; contact: Mrs. Hamilton White, PL. 9-5604. Press by invitation. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 8 9:15 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will preview his custom-order collection. <u>Showing at</u> <u>9:30 A.M.</u> By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 2).		
Thursday March 8 12:30 P.M. Luncheon	SPRING SHOE FASHIONS DURING LUNCHEON J. & J. Slater and Hanan will present their Spring and Summer shoe fashions. Press by invitation. Public by reservation; contact: MU. 9-3000, Ext. 176. J. & J. Slater contact: L.J. Horan, Jr., PL. 9-4805. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER & HANAN (54TH ST. & MADISON)	HOTEL PLAZA PERSIAN ROOM
Friday March 9 10:00 A.M.	PREVIEW: SPRING AND SUMMER BRIDAL FASHIONS Press preview of Spring and Summer bridal fashions by Sophie. By invita- tion only. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Sunday March 11- March 17	INTERNATIONAL FLOWER SHOW Thirty-ninth annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club; three floors of landscaped gardens, country settings, and displays of dogwood, tulips, roses, carna- tions and azaleas. Tickets: \$1.75. <u>Press preview at 1:00 P.M., Sun. Mar. 11.</u> Publ.: Oristano Associates, 551 - 5th Ave., MU. 7-6855.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	WANAMAKER SHOW PALACE 4TH AVE. AT 8TH ST.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
March 11- March 17	SEVENTH ANNUAL IRISH LINEN WEEK. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Tuesday March 13 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORTS & COPIES Gimbels will preview their imports and copies to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BOUTIQUE
Tuesday March 13 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday March 14- March 15 10:00 A.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY Annual Fall Fabric Forum for children's wear and accessories manufacturers by Parents' Magazine. Analysis of children's fashion trends by Mrs. Beryl Tucker. By invitation. Publ: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL NEW YORKER MOSAIC ROOM
Wednesday March 14 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Else Fritz will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Dir: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 14 12:30 P.M. Luncheon	CUSTOM FASHIONS AT LUNCHEON SHOWING Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Martier-Raymond contact: PL. 3-0020. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	WALDORF-ASTORIA PEACOCK LOUNGE
March 14	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Thursday March 15 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORTS AND COPIES Ohrbach's will preview their imports and adaptations to the press. By invitation. <u>Customer showing</u> , Mon., March 19 at 1:30 P.M., in the 5th floor Grey Room. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday March 15 12:30 P.M. Luncheon	SPRING FASHIONS BY MADELEINE FAUTH Spring fashions by Madeleine Fauth will be presented at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Clothes For You contact: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLOTHES FOR YOU, INC. (1400 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
Friday March 16 9:00 A.M. And 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group's semi-annual import fashion show at 9:00 A.M. (Breakfast) and 12:00 Noon (Luncheon). Speaker: Jessica Daves, Editor-in-Chief of "Vogue". Co-Chmn. of Ready-To-Wear Division: Bettina Ballard and Margaret deMille. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). <u>Member and one guest may attend one of the 2 showings.</u> Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 16 5:30 P.M.- 9:30 P.M.	SHAMROCK COCKTAIL PARTY The Society of American Fashion Designers will have a Shamrock Cocktail Party. Tickets: \$6.95; contact: Miss Tina, LA. 4-7950.	SOCIETY OF AMERICAN FASHION DESIGNERS	HOTEL PLAZA
March 17	ST. PATRICK'S DAY (Saturday).		
Sunday March 18- March 21	NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showings of Dallas Summer fashions by: Brogan & Jennings, Mary Carter, Ike Clark Sportswear, Julie Clark Junior, Clock-Wise Fashions, Charles Dickey, Donovan Mfg. Co., Facho, Gay's Originals, Green Bros., Higginbotham-Bailey, Johnston, Kohen-Ligon-Folz, L. & L. Mfg. Co., Leighton Mfg. Co., Lorch Mfg. Co., Marcy Lee Mfg. Co., Miller-Cupaioli, Justin McCarty, Nardis Sportswear, Helen Scott, Vanette Hosiery Mills, Westway Sportswear, Clifton Wilhite, Zelenka-Tauben. Contact: Mrs. Clyda Johnson, Dallas Fashion Center, 1101 Commerce Street, Dallas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Monday March 19 12:00 Noon Luncheon	"TRAIL BLAZER AWARDS" LUNCHEON Speaker: Charlotte Montgomery, writer and consultant. (Prices to be announced later.) Contact: Josephine Brush, MU.7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT BALLROOM
Monday March 19 2:30 P.M.	SHOWING OF IMPORTS AND COPIES Russeks will present their Italian and French import originals and copies. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
March 20	FIRST DAY OF SPRING (Tuesday).		
Wednesday March 21 12:30 P.M. Luncheon	SPRING BRIDAL FASHIONS AT LUNCHEON Jay Thorpe will present bridal fashions for Spring. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Jay Thorpe Publ: Rasponi Assoc., TE. 8-8171. Produced by Mary Alice Rice, CI.6-1790.	JAY THORPE	HOTEL AMBASSADOR BALLROOM
Wednesday March 21 12:30 P.M. Luncheon	SPRING FASHIONS FOR TALL GIRLS Spring fashions for tall girls at luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Peg Newton Publ: Donna Cannon, MU. 7-5447. Waldorf Fashion Dir: Madeleine Riordan, EL.5-3000.	PEG NEWTON (3 EAST 48TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 21 4:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR DIGBY MORTON Preview of Digby Morton's Lady Hathaway Fall collection at continuous showings; and reception in honor of Mr. Morton. By invitation only. Publicity: Janet Laib, MU. 9-4157.	C.F. HATHAWAY CO. (112 E. 40TH ST.)	OVERSEAS PRESS CLUB 35 EAST 39TH STREET
Thursday March 22 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON Zita will present her Spring and Summer boutique fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ZITA, INC. (781 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 22 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET Crompton's couture collection will be shown at 3:00 and 5:00 P.M., with Fall fashions from <u>France</u> by--Balmain, Chanel, Desses, Dior, Maxime de la Falaize, Fath, Givenchy, Gres, Griffe, Heim, Lanvin-Castillo, Lecadre- Marnier, Manguin, Patou, Madeleine de Rauch; <u>Italy</u> --Avolio, Emilio of Capri, Fabiani, Fontana, Simonetta, Veneziani; <u>England</u> --Cavanagh, Hartnell, Digby Morton, Ronald Paterson; <u>Dublin</u> --Sybil Connolly; <u>Madrid</u> --Pedro Rodriguez; <u>Vienna</u> --Gertrude Hoechsmann. By invitation only. Publicity: Rosalind Allan at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
March 26	HOLY WEEK (March 26 - 31).		
March 27	PASSOVER -- First Day (Tuesday) -- Begins Monday at Sundown.		
March 30	GOOD FRIDAY.		
April 1	EASTER SUNDAY.		
Wednesday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Display of Fall fabrics by The Fashion Group. (Prices and more details later). Co-Chairmen: Frances Clark, "Harper's Bazaar"; Janet Livingstone, "Good Housekeeping". Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Tuesday April 17 10:30 A.M.	PREVIEW: FALL AND HOLIDAY SHOES Oomphies will preview their Fall and Holiday shoes to the press at 10:30 A.M.; and to the trade at 3:00 P.M. By invitation only. Contact: Marianne Tater, LO. 4-9495.	OOMPHIES, INC.	350 FIFTH AVENUE SHOWROOM - 77TH FL.
Tuesday April 17 4:30 P.M. Cocktails	"GOOD DESIGN FOR WASHABLE WOOLENS" A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000.	SANFORLAN (CLUETT, PEABODY & CO.)	HOTEL PIERRE GRAND BALLROOM
Friday April 20 8:00 P.M. Dinner- Dance	FIFTH ANNUAL "APRIL IN PARIS" BALL Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy and hats by leading Paris milliners. Sponsored by Air France, Cartier and Cody. Honorary Chairman: Mrs. Dwight D. Eisenhower. Reservations--\$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
April 29- May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Monday May 14- May 19	ANNUAL NATIONAL COTTON WEEK Theme. "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday
Feb. 27 SIXTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & BROADWAY
Mon., Feb. 27: Wagner's DIE MEISTERSINGER. Tues., Feb. 28: Puccini's
LA BOHEME. Wed., Feb. 29: Verdi's IL TROVATORE. Thurs., March 1:
Mozart's LE NOZZE DI FIGARO. Fri., March 2: Verdi's AIDA. Sat., Mat.,
March 3: Mozart's THE MAGIC FLUTE. Sat., Eve., March 3: Mussorgsky's
BORIS GODUNOV. Publicity: Francis Robinson, FE. 6-1200.

Tuesday
Feb. 28 PREMIERE: "DOCTOR AT SEA" (Movie) TRANSLUX THEATRE, 52ND & LEX. AVE.
8:15 P.M. J. Arthur Rank production, released by Republic Pictures, starring Dirk
Bogarde, Brigitte Bardot, Brenda De Banzie and James Robertson Justice, in
a comedy about a cruise ship doctor. Director: Ralph Thomas. Producer:
Betty E. Box. Costumes: Joan Ellacott. Premiere for benefit of Heart
Fund--\$5.00. Republic Publicity: Steve Edwards, JU. 6-1700.

Tuesday
Feb. 28 FIRST WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues., Feb. 28: SWAN LAKE, THE CAGE, VALSE-FANTAISIE, BOURREE FANTASQUE.
Wed., Feb. 29: INTERPLAY, SOUVENIRS, PAS DE DIX, WESTERN SYMPHONY.
Thurs., Mar. 1: ROMA, VARIATIONS FROM "THE GUESTS", SOUVENIRS, FANFARE.
Fri., Mar. 2: INTERPLAY, FIREBIRD, PAS DE TROIS (GLINKA), PIED PIPER.
Sat., Mat. Mar. 3: INTERPLAY, FIREBIRD, VALSE-FANTAISIE, WESTERN SYMPHONY.
Sat., Eve. Mar. 3: ROMA, THE CAGE, PAS DE TROIS (MINKUS), BOURREE FANTASQUE.
Sun. Mat. Mar. 4: SWAN LAKE, SOUVENIRS, PAS DE DIX, PIED PIPER.
Sun. Eve. Mar. 4: ROMA, THE CAGE, VARIATIONS FROM "THE GUESTS", FANFARE.
Publicity: Phillip Bloom, CH. 4-5185.

Sunday
March 11 PREMIERE: "RICHARD III" (Movie) BIJOU THEATRE, 209 WEST 45TH ST.
8:30 P.M. Lawrence Olivier, starring, producing and directing--with John Gielgud,
Ralph Richardson, Cedric Hardwicke, Claire Bloom, Pamela Brown, in Vista-
Vision and Technicolor. In association with Alexander Korda and released
by Lopert Films. Benefit for Actors Fund of America--tickets: \$10; \$25;
\$100; contact: Mrs. Innes Brown, PL. 7-4133. Lopert Publicity: Marjorie
Geiss, PL. 7-3330.

Wednesday
March 14 PREMIERE: "MEET ME IN LAS VEGAS" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
MGM's new musical, in CinemaScope and Eastman Color, will star Dan Dailey
and Cyd Charisse, with Agnes Moorehead, Lili Darvas, Jim Backus. Producer:
Joe Pasternak. Director: Roy Rowland. Costumes: Helen Rose. MGM Publ.:
Herbert Crooker or Frances Lane, JU. 2-2000.

Thursday
March 15 OPENING: "MY FAIR LADY" MARK HELLINGER THEA., 51ST & B'WAY
Rex Harrison and Julie Andrews in a new musical adapted from Bernard
Shaw's "Pygmalion", produced by Herman Levin. Book and lyrics: Alan Jay
Lerner. Music: Frederick Loewe. Director: Moss Hart. Featuring: Stanley
Holloway, Cathleen Nesbitt, Robert Coote. Settings: Oliver Smith, Lighting:
Feder. Costumes: Cecil Deaton. Publicity: Richard Maney, CI. 7-4646.

Tuesday
March 20 OPENING: "THE BEAUTIFUL CHANGES" PRESIDENT THEATRE, 247 W. 48TH ST.
Theatre Libre Company will present a new play, written and directed by
Howard Lieblich, featuring Ruth Altshul, Daniel Gordon, Joseph Kerrigan.
Designed and lighted by Kenneth Lloyd Mapes. Publ.: Joe Burstin, FE. 6-2340.

Thursday
March 22 OPENING: "MR. WONDERFUL" BROADWAY THEATRE, 53RD ST. & B'WAY
Sammy Davis, Jr. and the Will Mastin Trio in a musical comedy produced by
Jule Styne and George Gilbert. Settings: Oliver Smith. Costumes: Robert
Mackintosh. Lighting: Peggy Clarm. Publ.: Jack Toohey, CH. 4-5452.